

1 ABSTRACT

2 An interactive entertainment system enables presentation of supplemental  
3 interactive content along side traditional broadcast video programs, such as  
4 television shows and movies. The programs are broadcast in a conventional  
5 manner. The supplemental content is supplied as part of the same program signal  
6 over the broadcast network, or separately over another distribution network. A  
7 viewer computing unit is located at the viewer's home to present the program and  
8 supplemental content to a viewer. When the viewer tunes to a particular channel,  
9 the viewer computing unit consults an electronic programming guide (EPG) to  
10 determine if the present program carried on the channel is interactive. If it is, the  
11 viewer computing unit launches a browser. The browser uses a target specification  
12 stored in the EPG to activate a target resource containing the supplemental content  
13 for enhancing the broadcast program. The target resource contains display layout  
14 instructions prescribing how the supplemental content and the video content  
15 program are to appear in relation to one another when displayed. When the data  
16 from the target resource is downloaded, the viewer computing unit is responsive to  
17 the layout instructions obtained from the target resource to display the  
18 supplemental content concurrently with the video content program. Embedding  
19 the layout instructions in the supplemental content advantageously places control  
20 of the presentation to the content developers. The developers are free to arrange  
21 the data and video in any manner they choose.